

8/30/94

IVOR,

1) Please run this data request from Jan for Ed:-

received by fax
9/6/94

Based on current 16 weeks

Discount category ~~1-5~~

Category	80+	50-79%	<50%
X > 80%	discount		
50 < X < 80%			
X < 50%			

% Marlboro requirements

% of industry vol.

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Ed's
reduction
received
9/31/94

Also provide buyer counts.

2) For Ed's Marlboro loyalty tracking report, run the data as follows:-

12 weeks ending	12 weeks ending	12 weeks ending
July	June 1, 94	5

- Marlboro loyalty defined period (similar to the loyalty within each 4

- People that meet static

150 gm
12 weeks
ending
5/1/94

150 gm
12 weeks
ending
5/1/94

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4 12 week periods
rolling

define people within
12 week period

period

3) Please provide corr + timing on the two requests above.

Thanks,
Tina

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